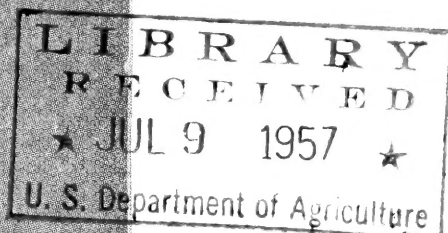


62

Be

**ORIGINATOR
of
THE ZVOLANEK SWEET PEA
EARLY MULTI-FLORA**

June 1957 to June 1958



Zvolanek

Sweet Pea

Late

Plenti Flora

Seed Direct

From

Our Ranch

To You

**THE WORLD'S FINEST SWEET PEAS
ALSO OTHER FLOWER SEEDS**

WILLIAM ZVOLANEK & CO.

P. O. Box 142

Lompoc, Calif.

Established 1926

Culture Suggestions

For Greenhouse and Outdoors

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give good soaking. MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted. Many nurseries start sweet pea seeds by germinating in Vermiculite and then selling germinated seed or pot them for sale. Sterilize soil before planting if you have root rot trouble.

CONDITIONS OF SALE

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day we receive and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

TERMS

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent postpaid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C.O.D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.

If you wish seed to be sent via airmail allow extra for postage. 12 cents for 1st oz. 6c each additional oz. up to 8 ozs.

Ask for our Special Prices on lots of 10 lbs. or more.

If your shipment does not arrive within two weeks on the east coast, please notify us immediately.

THE ZVOLANEK SWEET PEAS

Zvolanek Early Multi-flora — Zvolanek Spring Flori-bunda —
Zvolanek Late Plenti-flora

THE WORLD'S BEST

And now introducing another outstanding type of ZVOLANEK DWARF PYGMY. EARLY FLOWERING MULTI-FLORA. This type is outstanding because it can be used as a ground cover or border where it will grow in bush form or it can be trained on supports and will grow from four to five feet tall. Stems are about 12 to 14 inches with six or more flowers per stem. This Zvolanek Pygmy also is excellent in greenhouses where head room is five or six feet. An outstanding Zvolanek 1957 introduction and we will soon have them in many colors. Not like other Dwarf Cupid or Dwarf Bush sweet peas which have no cut flower value.

Zvolanek Multi-flowering sweet peas have made all other sweet peas almost obsolete and one will see very few of the older regular Spencer Types in the future. just like the older Grandi-flora type which are hardly ever mention at present. The Zvolanek Sweet Peas in all types of Multi-flowering are now considered the most modern. All are William Zvolanek's creations and the best obtainable. All our varieties have been improved and the constant improvements are still going on. Many of the older named varieties have already been replaced with the improved ones.

If you are getting any sweet peas by any other name than the
THE ZVOLANEK SWEET PEAS
you are not getting the most modern sweet peas. Buy the best.

Again we thank you for your past patronage and trusting we may always be of service to you in the future, we are

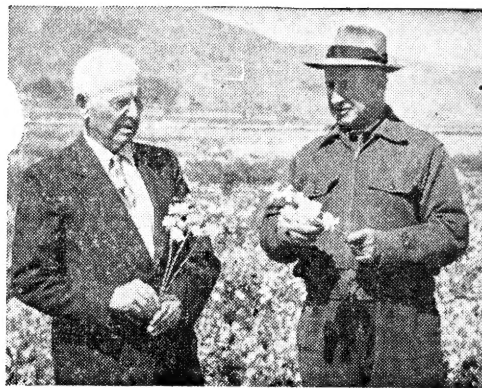
Very Sincerely yours,

WILLIAM ZVOLANEK & CO.
William Zvolanek, Prop.

We are revising our mailing list this year. If you have not ordered and wish to stay on our mailing list please advise us to be retained.

ATTENTION TO CALIFORNIA GROWERS

A 3% Sales Tax must accompany all orders from California, unless you have a sellers permit number from the California State Board of Equalization. If you have a sellers permit number, place same on your order which will exempt you from the above Tax. We must have a record of your number on file at all times. Out of state orders tax exempt. Please send sellers permit number with order or add Sales Tax.



Anton C. ZVOLANEK and son William Zvolanek inspecting Multi Flora Sweet Peas.

THE ZVOLANEK SWEET PEAS

We consider it UNFAIR TRADE PRACTICE by any firm listing our three types of MULTI-SWEET PEAS by any other name than the ZVOLANEK SWEET PEAS.

ZVOLANEK MULTI-FLORA (Early)
ZVOLANEK FLORI-BUNDA (Spring)
ZVOLANEK PLENTI-FLORA (Late)

Mr. William Zvolanek is the originator and introducer of all three. Several firms are now listing these by their firm name. Please do not accept by any other than the ZVOLANEK SWEET PEA.

ZVOLANEK'S MULTI-FLORA (EARLY)

This is the early Multi-flowering type and is grown by all florists for winter bloom under glass. They are also grown outdoors all over the U.S., Canada and foreign countries. For outdoors they are especially useful where the summers are short and where other sweet peas do not thrive. Also for all the southern states for extra early bloom. These are the all year around sweet peas that can be planted any time and will bloom in about 75 days after planting depending on weather conditions. They will bloom earlier than any other sweet peas outdoor. Are just as heat resistant as any other sweet peas. All colors are now improved. 5 to 8 flowers on very long stems.

INTRODUCING OUR NEW SENSATIONAL TYPE OF ZVOLANEK PYGMY DWARF SWEET PEAS

Outstanding for either outdoors or indoors

For borders or ground cover or on supports where height is about 4 to 5 feet. For borders they grow about 12 inches high and can be cut for flowers with 12 to 14 inch stems, with six or more flowers per stem.

In greenhouses where head room is low.

ZVOLANEK DWARF PYGMY WHITE W.S. — pure white

ZVOLANEK DWARF PYGMY MIXED — a three color mixture of rose pink, salmon pink and white.

We will soon have a wider range of colors.

Price on each ½ oz. \$.300; 1 oz. \$.550

NEW VARIETIES OF ZVOLANEK'S EARLY MULTI-FLORA

ZVOLANEK'S GIANT LILAC ORCHID — a brilliant deep orchid with giant flowers of six or better per stem. A very strong growing sweet pea that is unsurpassed for color.

ZVOLANEK'S PINK TREASURE — brilliant pink with a slight sheen of salmon on the standards. An outstanding sweet pea in every way for color, stem and with six or more flowers. A very strong grower.

Price ½ oz. \$1.75 1 oz. \$3.00 4 ozs. \$10.00

REGULAR VARIETIES

ZVOLANEK'S EARLY MULTI-FLORA

*W.S. white seeded B.S. black seeded C.B. cream base W.B. white base

ZVOLANEK'S HUNTSMAN — Large brilliant Crimson

ZVOLANEK'S FIRE GLOW — A fine glowing orange

ZVOLANEK'S COQUETTE — Pink and white bi-color standards, deep pink wings and keel white, very long stems.

ZVOLANEK'S NAVY BLUE — A fine deep navy blue.

ZVOLANEK'S CREAM CLOUD — Giant deep cream white seed.

ZVOLANEK'S DELIGHT — A fine medium rose pink, lighter than Dancer.

ZVOLANEK'S ROSE (Improved rose pink)

ZVOLANEK'S WHIRLWIND (Improved Appleblossom)

ZVOLANEK'S ROSE QUEEN (fragrant light rose pink)

ZVOLANEK'S CANDLEGLOW (Giant Pink)

ZVOLANEK'S DANCER (fine deep rose)

ZVOLANEK'S MASTERPIECE (best salmon pink)

ZVOLANEK'S DANDY (large deeper salmon pink)

ZVOLANEK'S GEO. J. BALL (salmon rose)

ZVOLANEK'S TOOHEY (lighter salmon pink)

ZVOLANEK'S SUNSET (shrimp pink giant)

ZVOLANEK'S BLAZE (bright deep scarlet cerise)

ZVOLANEK'S DAYBREAK (medium brilliant cerise)

ZVOLANEK'S VALENTINE (light orange cerise)

ZVOLANEK'S LAVENDER (clear lavender)

ZVOLANEK'S LILAC BEAUTY (clear lilac)

ZVOLANEK'S ELK PURPLE (giant Elk Purple)

ZVOLANEK'S ROYAL ORCHID (light orchid)

ZVOLANEK'S LAVENDER FAIRY (deep lavender)

ZVOLANEK'S WINTER WHITE W.S. (best white for winter)

ZVOLANEK'S EASTER PARADE (Giant white W.S.)

ZVOLANEK'S FRILLED WHITE W.S.

ZVOLANEK'S JACK FROST B.S. (black seeded white)

ZVOLANEK'S TOPFLIGHT (bright light clear blue)

ZVOLANEK'S BLUE WONDER (giant clear medium blue)

ZVOLANEK'S FLAG BLUE (large deep blue)

ZVOLANEK'S ROSE GLORY (large carmine rose)

ZVOLANEK'S KRIS KRINGLE (large Xmas red)

ZVOLANEK'S CHEERFUL (shrimp salmon)

ZVOLANEK'S ENCHANTMENT (lightest salmon pink)

ZVOLANEK'S SUPERB MIXED

Price on each ½ oz. \$1.00 1 oz. \$2.00 4 ozs. \$6.00 1 lb. \$20.00

PLEASE NOTE 1-2-4 ozs. packets not sold at pound rates.



Exhibit of Imai Bros., San Fernando, Cal. 1955 Cal. International Flower Show, Inglewood, Cal. Germain Trophy Cup for the best overall exhibit of cut flowers raised from seed.

THE ZVOLANEK SWEET PEAS ZVOLANEK'S PLENTI-FLORA (LATE)

ZVOLANEK'S PLENTI-FLORA (Late) is the summer flowering type which is always planted outdoors and blooms two weeks later than the Zvolanek Flori-Bunda (Spring). Growth is very strong and lush. Does well everywhere outdoors. This type is extensively used in England and all over Europe and is standard over there. Will not bloom in winter. Order from December to March. 5 to 8 flowers on very long stems.

NEW LATE ZVOLANEK'S PLENTI-FLORA

ZVOLANEK'S SPELL BOUND — Rich rose of giant size with six or more flowers on very long stems. Cream base. A very vigorous sweet pea that is outstanding in every way.

Price ½ oz. \$1.75; 1 oz. \$3.00; 4 ozs. \$10.00

ZVOLANEK'S FIRST LADY — Deep salmon pink. Extra large

ZVOLANEK'S CHARM (rose pink)

ZVOLANEK'S SULPHUR YELLOW (deepest cream)

ZVOLANEK'S TOP SPOT (scarlet cerise)

ZVOLANEK'S GLORIOUS (Appleblossom)

ZVOLANEK'S TALLY-HO (flesh W.B.)

ZVOLANEK'S TIP-TOP (flesh C.B.)

ZVOLANEK'S MAJESTIC (clear lilac)

ZVOLANEK'S LEADER (fine lavender)

ZVOLANEK'S SUNBURST (salmon pink)

ZVOLANEK'S CHERRIO (rose pink C.B.)

ZVOLANEK'S DAINTY (carmine rose)

ZVOLANEK'S MADONNA (white W.S.)

ZVOLANEK'S HEAVENLY BLUE (clear blue)

ZVOLANEK'S VOYAGER (navy blue)

ZVOLANEK'S MRS. FREDERICK EVANS (giant satin pink)

ZVOLANEK'S STANDARD MIXED

*W.S. white seed B.S. black seed C.B. Cream base W.B. white base

Price on each ½ oz. \$1.00; 1 oz. \$1.50; 4 ozs. \$5.00; 1 lb. \$15.00

PLEASE NOTE 1-2-4 oz. Packets Not Sold At Pound Rates.

ZVOLANEK'S EARLY COLOSSAL SWEET PEAS

Giant Flowers with 3 and 4 on long stems

Lavender 1746 (fragrant)

White B.S. (Fragrant)

White W.S.

Pink (Giant Rose Pink)

Lilac (Giant Lilac)

Red (Giant Xmas Red)

Orange Cerise (Light)

Orange Cerise (Deep)

Clear Light Blue

Deep Rose (Bright deep Rose)

Appleblossom (Giant Light Pink)

Light Lavender

Rose Supreme (Giant Pink suffused salmon)

Imp. Sunset (Giant Shrimp salmon)

Colossal Mixed (All colors)

Regular ZVOLANEK'S Early Sweet Peas that are still in demand

Long Stem Rose

Miss Rose Reddick (Deep Rose suffused Cream)

Mrs H. S. Reddick (Bright flesh suffused salmon)

Cascade (Long stem white W.S.)

Long Stem Lavender

Xmas Gem (Bi-color, Pink standard white wings)

Golden Dawn (Orange)

Fascination (Deeper bright salmon pink)

Long Stem Blue (Medium blue)

Navy Blue

St. Nicholas (Xmas Red)

California Mixed (Many colors)

Price on each 1 oz. .75; 4 ozs. \$2.00; 1 lb. \$7.00

ZVOLANEK'S BABY DWARF MIXED: Dwarf for borders. 1 oz. .75
4 ozs. \$2.50

ZVOLANEK'S BUTTERFLY SWEET PEAS: A mixture of 11 colors. A new distinct type of crinkled flowers; stems 14 to 16 inches long but flowers just as large as regular varieties. Tall growing and foliage heavy. Not the best for the commercial grower but extra fine for private estate growers.

Price 1 oz. \$1.00

THE ZVOLANEK SWEET PEAS

ZVOLANEK'S FLORI-BUNDA (SPRING)

ZVOLANEK'S FLORI-BUNDA (spring) type is for outdoor planting and is classed as an earlier late flowering. Blooms two weeks earlier than the Zvolanek Plenti-flora (Late). It is also often planted under glass by florists in November and December and will bloom as early as April but not during the winter months. All are strong growers and heat resistant. 5 to 8 flowers on very long stems.

NEW VARIETIES ZVOLANEK'S SPRING FLORI-BUNDA

ZVOLANEK'S RAPTURE — Deep Lavender with very large flowers and outstanding sweet pea with six and more per stem. Very healthy and vigorous growth.

ZVOLANEK'S RELIABLE — A beautiful salmon pink or crushed strawberry pink color. An excellent all around color that will fit into any design. Flowers are large on long stems with six or more.

Price on each ½ oz. \$1.75; 1 oz. \$3.00; 4 ozs. \$10.00

*B.S. black seeded W.S. white seeded C.B. cream base W.B. white base

ZVOLANEK'S FRAGRANT PINK — Very fragrant rose pink.

ZVOLANEK'S PINK DREAM (rose pink)

ZVOLANEK'S AMBASSADOR (clear lavender)

ZVOLANEK'S LILAC BEAUTY (clear lilac)

ZVOLANEK'S PURPLE QUEEN (elk purple)

ZVOLANEK'S SATIN WHITE W.S.

ZVOLANEK'S CHEERFUL B.S. (white)

ZVOLANEK'S DEEP CREAM W.S.

ZVOLANEK'S DEEP CREAM B.S.

ZVOLANEK'S ROSE DAWN (rose C.B.)

ZVOLANEK'S ELEGANCE (salmon pink)

ZVOLANEK'S WARRIOR (scarlet cerise)

ZVOLANEK'S METEOR (carmine rose)

ZVOLANEK'S LUSTRE RED (fine red)

ZVOLANEK'S VICTORY (navy blue)

ZVOLANEK'S DRUMMER BOY (med. blue)

ZVOLANEK'S CHOICE MIXED

For outdoor planting order from December to March.

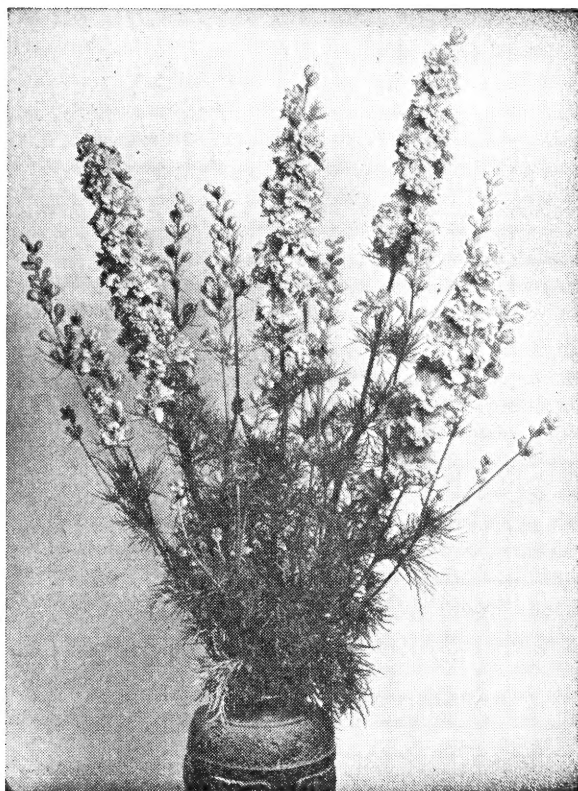
Price on each ½ oz. \$1.00; 1 oz. \$1.75; 4 ozs. \$5.50; 1 lb. \$16.00

PLEASE NOTE 1-2-4 oz. Packets Not Sold At Pound Rates.

**WITH OUR FINE SWEET PEAS WE HAVE ALSO
INTRODUCED THE WORLDS FINEST LARKSPUR AND A
NEW RUFFLED CANDYTUFT-GIANT HYACINTH WHITE.**

Both of these are extra fine florist cut flowers.

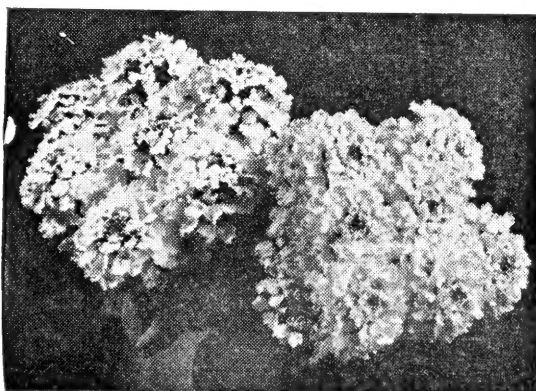
**The World's Finest Larkspur
ZVOLANEK'S NEW LARKSPUR GIANT
IMPERIAL TYPE
Zvolanek's All-double**



**ZVOLANEK'S All Double Flesh Pink.
ZVOLANEK'S All Double White.
ZVOLANEK'S All Double Pink.
ZVOLANEK'S All Double Salmon Pink.
ZVOLANEK'S All Double Blue (deep navy).
ZVOLANEK'S All Double Lilac.
ZVOLANEK'S All Double Lavender.
ZVOLANEK'S All Double Mixed.**

Price on each above: ½ oz. .75; 1oz. \$1.50; 4 ozs. \$5.00; 1 lb. \$15.00

**ZVOLANEK'S NEW RUFFLED CANDYTUFT
GIANT HYACINTH PURE WHITE**



ZVOLANEK'S NEW RUFFLED CANDYTUFT GIANT HYACINTH PURE WHITE

Tall growing and very ruffled. A fine cut flower.

Price 1 oz. \$2.50; 4 ozs. \$8.00

DOUBLE SWEET SCENTED NASTURTIIUMS

Double Nasturtium, Golden Gleam.

Double Nasturtium, Scarlet Gleam.

Double Nasturtium, Gleam Hybrids.

Double Nasturtium, Globe mixed, compact non-trailing.

Price on each: 1 oz. .50; 4 ozs. \$1.50; 1 lb. \$4.50

CALENDULAS

ZVOLANEK'S FRILLED BEAUTY: Orange light center.

YELLOW SENSATION: (Zvolanek's) Large bright yellow light center.

BALL LONG ORANGE: The best calendula of all. Orange light center.

BALL GOLD: Gold light center.

MASTERPIECE: Dark orange, dark center.

COLOSSAL YELLOW.

Price on each: ½ oz. \$1.50; 1 oz. \$2.50; 4 ozs. \$8.50

GYPSOPHILIA (Elegans): (Baby Breath) Covent Garden, large white

Price on each: 1 oz. .25; 4 ozs. .75; 1 lb. \$2.75.

LINARIA: (Miniature snapdragon). A mixture of many bright shades and very early blooming. Grows about 18 inches high and very showy.

Price ¼ oz. .75; ½ oz. \$1.25; 1 oz. \$2.00

ZINNIA DAHLIA FLOWERED MIXED: The preferred type most generally used by the home garden. A well blended mixture.

Price ½ oz. .75; 1 oz. \$1.25

ASTERS DOUBLE GIANT CREGO MIXED: Flowers of large size with long twisted petals. A fine mixture.

Price ¼ oz. .60; ½ oz. \$1.20; 1 oz. \$2.00

ASTERS AMERICAN BRANCHING MIXED: A fine mixture of mid season blooming asters with nice long stems. A well balanced mixture.

Price ¼ oz. .60; ½ oz. \$1.20; 1 oz. \$2.00

COSMOS SENSATION MIXED: Pink, white, crimson and deep rose mixed. Extra large flowers and extremely early.

Price ¼ oz. .50; 1 oz. \$1.60

SCABIOSA TALL ANNUAL MIXED: A choice mixture of bright colors.

Price ¼ oz. .30; ½ oz. .50; 1 oz. .90

CENTAUREA CYANUS (Batchelor Button or Cornflower). Blue Boy, Pink, White and Mixed.

Price ½ oz. .30; 1 oz. .50

CLARKIA MIXED

Price ¼ oz. .35; ½ oz. .60

AFRICAN MARIGOLD (Chrysanthemum flowered light yellow))

Price ¼ oz. .75; ½ oz. \$1.25; 1 oz. \$2.00

DIDISCUS (Blue Lace Flower)

Price ¼ oz. .35; 1 oz. \$1.00

UNSOLICITED LETTERS

which we received telling us how our sweet peas do in different parts of the country.

Dear Sirs: Had wonderful sweet peas last year. Picked them until frost came.

MRS. JAMES RING, Olean, N.Y.

Dear Sirs: I have been very pleased with the Zvol. Multi-flora sweet peas I have been getting from you the last few years. I grow them on a single stem and had one pink plant that gave me 32 inch stem with 13 flowers; besides growing 15 feet high. Had to take it down and carry it along the row and up again to the top of 8 foot stakes. This same plant gave me 9 flowers regularly; the others usually 7 or 8 stems over 24 inches.

C.K. HONEYFORD, Vancouver, B.C., Canada

Gentlemen: We have raised this variety of sweet peas (Multi-flora) the last two summers and they certainly are the finest we have ever seen. They usually bloom for about eight to nine weeks

WAYNE JESTER, Crawfordsville, Ind.

Dear Sirs: Your sweet peas which you sent us last year in Taichung Formosa were a great success. No one in the city seemed to have tried growing sweet peas, but our flowers were very beautiful. Many blossoms on long stems. After more than 30 years of growing your sweet peas on the mainland of China and Formosa, we are now retiring on our home acres in Ohio. I am hoping to have your sweet peas making a grand showing in our garden for many years.

MRS. PAUL P. WIAN, St. Paris, Ohio

Dear Sirs: I planted your sweet peas last year and took first at two flower shows. We think they are wonderful.

MARGARET MONTPETIT, Creston, Mont.

Gentlemen: We have used your sweet pea seeds for the past six years and couldn't think of using any others.

MRS. A. C. HILLAN, Gooding, Idaho

Dear Sirs: The sweet pea seed I got from you last spring gave me the most wonderful blooms all summer long; right up till heavy frosts. Never have I seen such long sturdy stems, so now I am ordering twice the amount.

MRS. JOHN RUTLEDGE, Wakefield, Quebec, Canada

Dear Sirs: I had the best sweet peas I ever had grown from the seeds I bought from you. Last year they were wonderful and I had sweet peas until September.

WILLIAM ITTNER, Auburn, Maine

Dear Sirs: I have tried other sweet pea seeds for two years and am back again so there is no comparison.

MARSHALL FLORAL CO., Marshall, Mo.

Gentlemen: I grew the above (Zvolanek Multi-flora) last year and they were the finest sweet peas I have ever seen.

R. DELALAND, Lloydminster, Sask., Canada

Dear Sirs: The Zvolanek Multi-flora really does very well - big beautiful flowers. Alaska grows such a variety of beautiful flowers.

MRS. I. SANDVIK, Pahner, Alaska

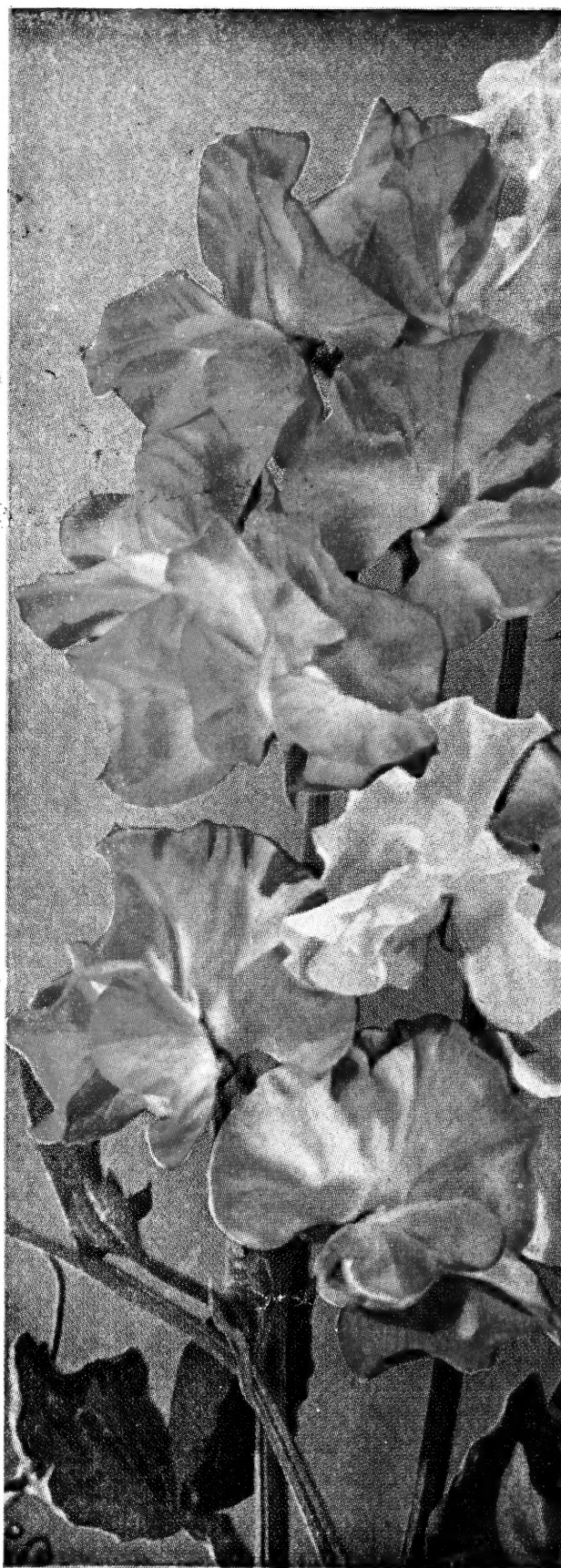
Dear Sirs: Never have I had such beautiful blossoms and long stems as this year. Of course I had to measure some of the stems which were longer than I had ever grown; 22 inches long and 7 and 8 blossoms to the stem was hard to believe, but true.

MRS. N. E. KINNEE, Fresno, Cal.

ORIGINATOR
of
THE ZVOLANEK SWEET PEA
EARLY MULTI-FLORA
June 1957 to June 1958

Zvolanek
Sweet Pea
Spring
Flori Bunda

Seed Direct
From
Our Ranch
To You



THE WORLD'S FINEST SWEET PEAS
ALSO OTHER FLOWER SEEDS
WILLIAM ZVOLANEK & CO.
P. O. Box 142 Lompoc, Calif.

Established 1926